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Propaganda, Fake News, and You

Candice Benjes-Small

William & Mary Libraries, candicebenjes-small@wm.edu

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Propaganda, Fake News, and You

Candice Benjes-Small



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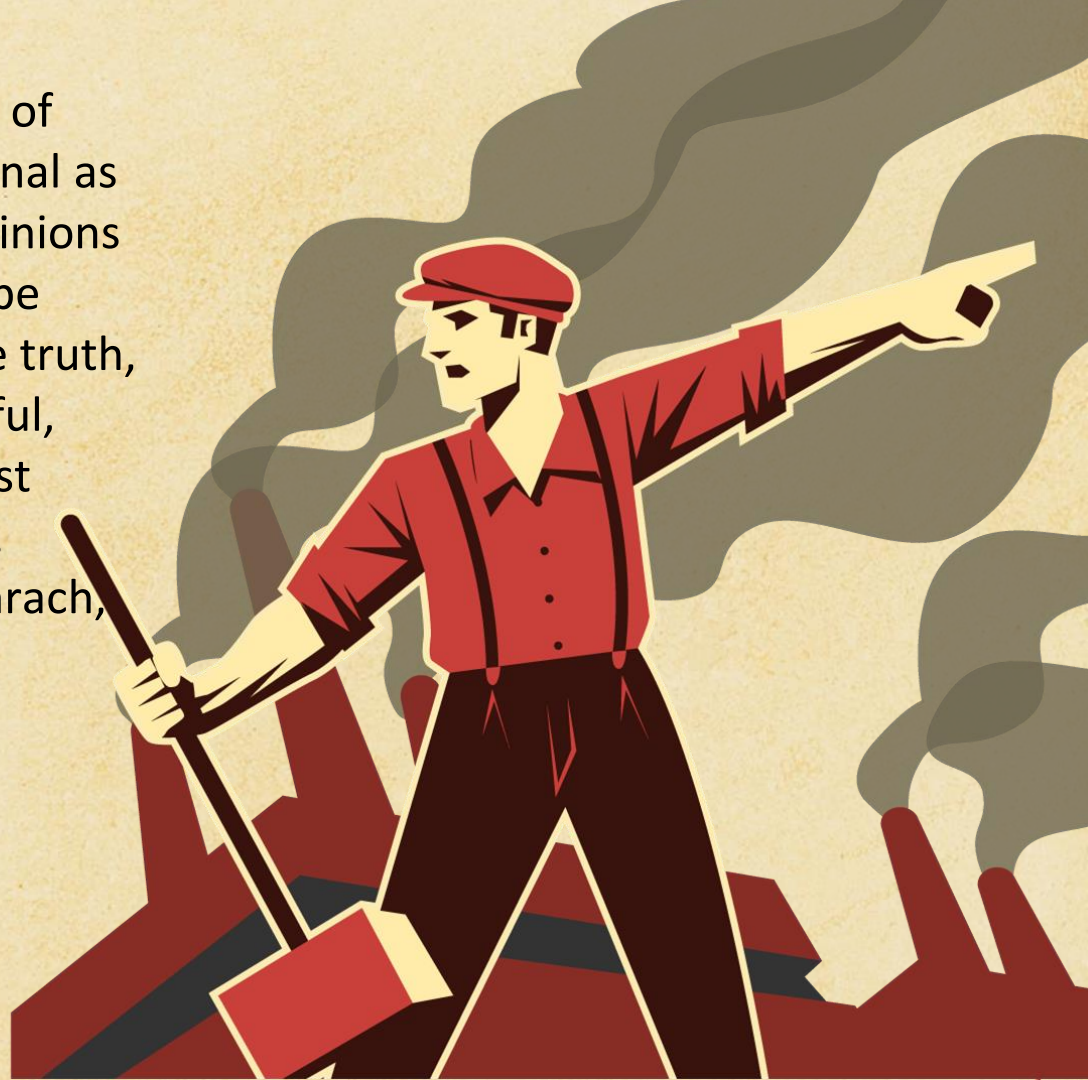
Definitions

Propaganda



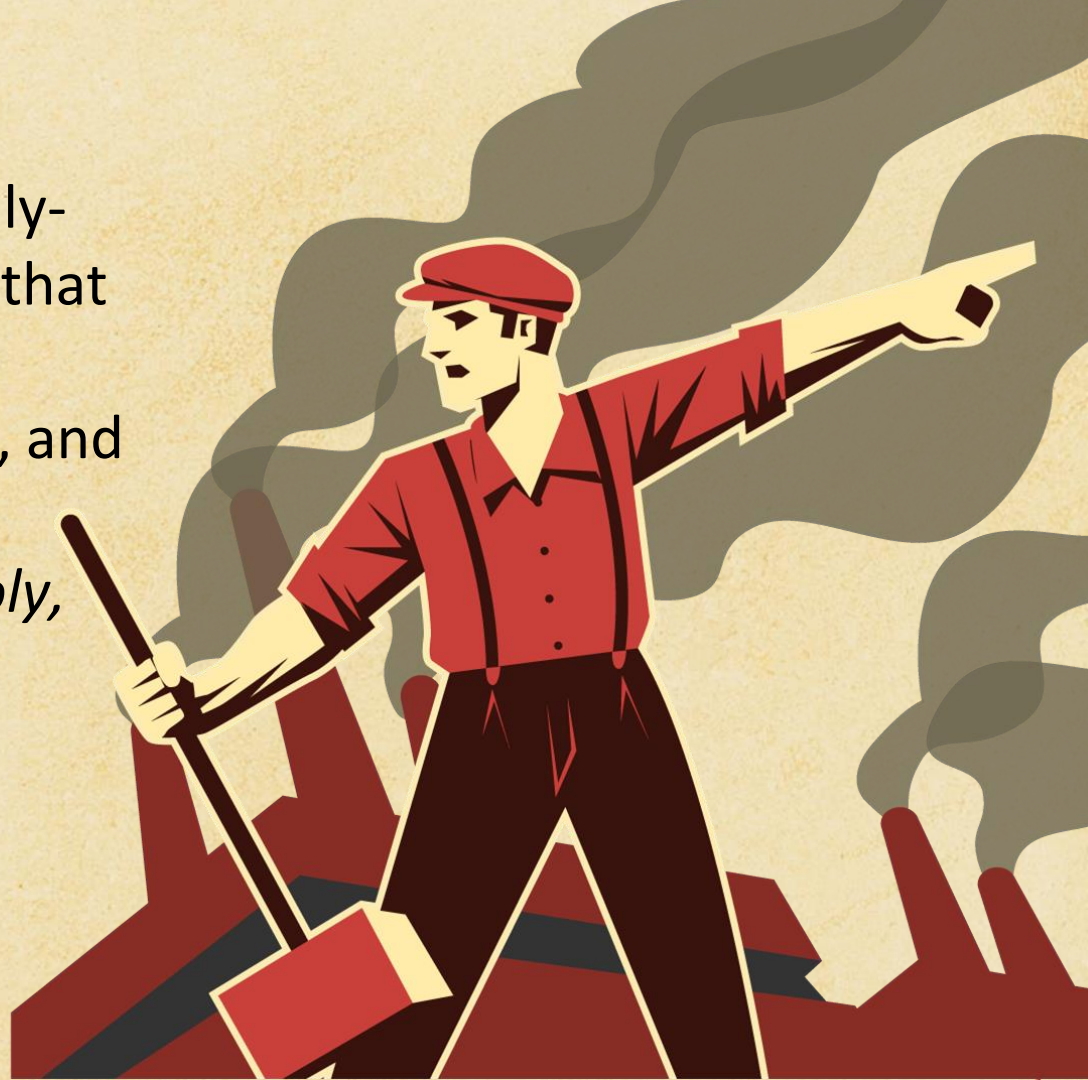
Propaganda appears in a variety of forms. It is strategic and intentional as it aims to influence attitudes, opinions and behaviors. Propaganda can be beneficial or harmful. It may use truth, half-truths or lies. To be successful, propaganda taps into our deepest values, fears, hopes and dreams.

– Steven Luckert and Susan Bachrach,
The State of Deception, 2007



Propaganda is intentionally-designed communication that invites us to respond emotionally, immediately, and in a either-or manner.

– Neil Postman, *Technopoly*, 1994



Fake News



Fake news is “fabricated information that mimics news media content in form but not in organizational process or intent. Fake-news outlets, in turn, lack the news media's editorial norms and processes for ensuring the accuracy and credibility of information. Fake news overlaps with other information disorders, such as misinformation (false or misleading information) and disinformation (false information that is purposely spread to deceive people).”

—Lazer et al. (2018) “Science of Fake News”



Disinformation



False information that's
created and shared to
deliberately cause harm.



Candice's Corollary:
Information that is framed,
packaged, and shared to
deliberately cause harm



<https://globalnews.ca/news/4333499/india-whatsapp-lynchings-child-kidnappers-fake-news/>



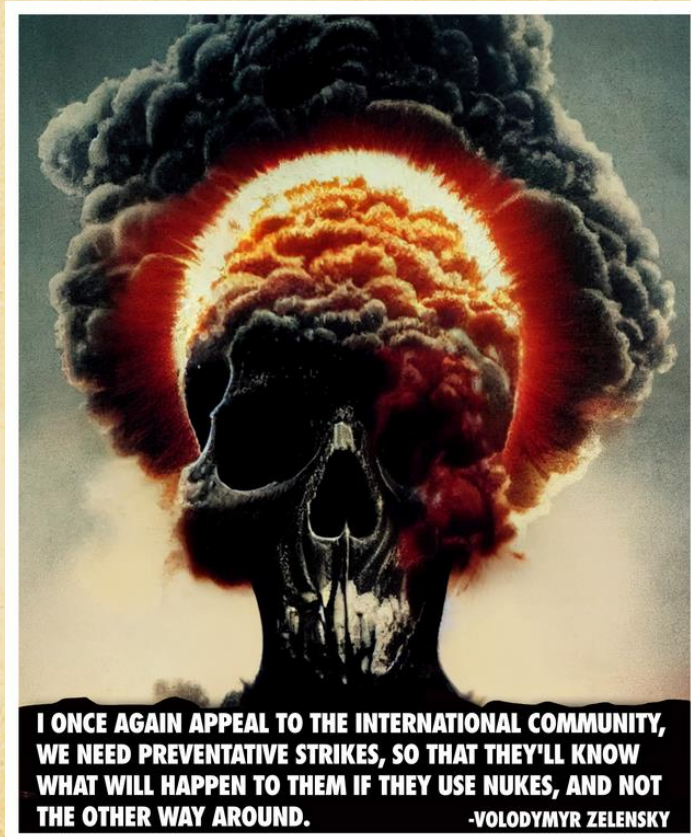
02

MESSAGING

DISTINCTIVE PROPERTIES

- **ACTIVATES STRONG EMOTIONS**
- **SIMPLIFIES IDEAS**
- **APPEALS TO AUDIENCE NEEDS**
- **ATTACKS OPPONENTS**

1. Activate Strong Emotions

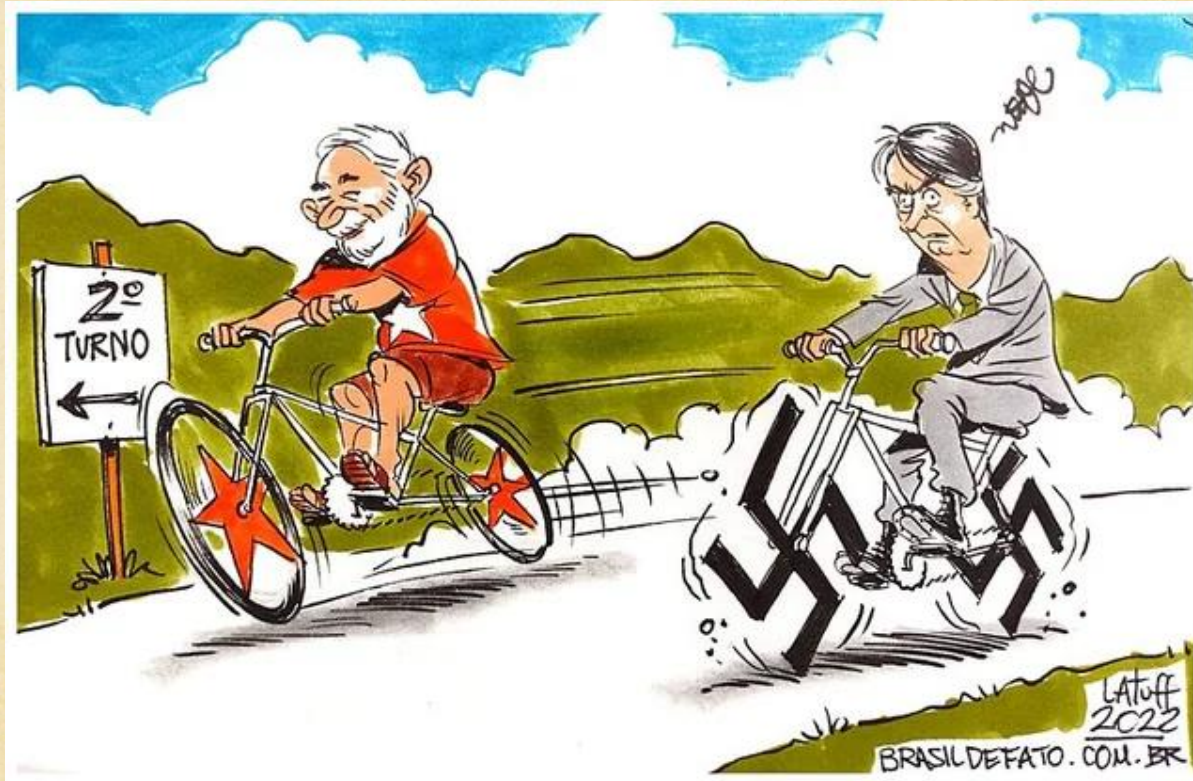


**I ONCE AGAIN APPEAL TO THE INTERNATIONAL COMMUNITY,
WE NEED PREVENTATIVE STRIKES, SO THAT THEY'LL KNOW
WHAT WILL HAPPEN TO THEM IF THEY USE NUKES, AND NOT
THE OTHER WAY AROUND.**

-VOLODYMYR ZELENSKY

<https://www.reuters.com/article/factcheck-furries-rogan-litterbox/fact-check-no-evidence-of-schools-accommodating-furries-with-litter-boxes-idUSL1N31J1KT>

2. Simplify Information and Ideas



Brazil, 2022



Tim Lenox

October 18 at 4:47 PM · 🌐



Aaaaand this is what got me shut down on Twitter !!!

Pay Close Attention Connecticut Voters !!!

FYI ... I'm filling out my absentee ballot
and there's a ballot initiative to amend
the CT State Constitution to allow the
General Assembly (run by Democrats) to
alter the voting laws to allow early voting
🗳️ ... oh ... and remove the requirement of
a certified seal from certain ballots when
submitted to the Secretary of the State
(meaning that certain ballots don't have
to have security seals to be processed
because we can trust them 😏😏
wink-wink-nudge-nudge saynomore)

😬 so that's a great big Oh-HELL-No !!!

3. Appeal to Audience Needs



Reddit, 2022

*** Warning *** This is a man with Taxi number (2465RB) in NY Who drives around taking People to kill. He removed their parts. Share this message. At least save a life. 🙏
my friend from the DA's office in Brooklyn just sent me this. Share it for safety.

Forwarded a message



4. Attack Opponents



Qasem Soleimani killing a dragon with Iran's flag



Jon Cooper

@joncoopertweets

NEW: Lauren Boebert shot her neighbor's dog to death for trespassing — the same dog that her own child was known to play with.

She's a truly sick person. 🤬

9:35 PM · Oct 16, 2022 · Twitter for iPhone

5,444 Retweets · 252 Quote Tweets · 24.5K Likes

FALSE

Halloween Fentanyl

[https://www.youtube.com/watch?
v=_zQmFNPkYc4](https://www.youtube.com/watch?v=_zQmFNPkYc4)

<https://www.youtube.com/watch?v=jU7fhl07DG0>



03

TECHNIQUES

1. Name-Calling

FROM AFP NEWS

Brazil Judge Bans Lula Ad Linking Bolsonaro To Cannibalism



RUSSIAN NEWS AGENCY

According to the Russian top diplomat, Ukraine's authorities are conniving at the manifestations of neo-Nazism. "Marches of neo-Nazi battalions with the insignia of Hitler divisions, SS divisions, torchlit processions involving the presidential regiments, training of militants at camps under the supervision of instructors from the United States and other Western countries take place with the connivance of civilized Europe and, of course, with the support from the authorities," he noted.

2:30

5G



HRM Queen Romana

@RealQueenRomana

...

Greetings 🙏 to all my Haters,
PAYTriots, Fakewhites, Globalists,
Cabals, Deepstaters, Crisis Actors /
Actresses, Shills, Traitors, Infiltrators,
Detractors, Ragdolls, Cult Leaders, and
the select paid and bought for
journalists / independent journalists

7:52 AM · 10/31/22 · [Twitter for Android](#)

9 Retweets 5 Quote Tweets 59 Likes



Luke, Reptilian: ESQ. @LJChillinWit... · 2s ...

Replying to @RealQueenRomana

I'm the king of Canada and I say you can go
somewhere else



Tweet your reply



2. Glittering Generality





Musk's Twitter Takeover Threatens Our Democracy With Unrestricted Speech



3. Transfer (aka Stirring Symbols)



3. Transfer (aka Stirring Symbols)



Tboy 🇮🇹🇵🇱

@TobiAyodele · Follow



🤔🤔🇺🇦🇵🇱 Poles in Warsaw today ended up in the Third Reich a parallel reality. Posters with a swastika and Nazi flags were hung on the streets of the Polish capital Citizens and guests of the capital of Poland, in horror, flooded Twitter with a reaction to what was happening. "



2:05 PM · Oct 15, 2022




4. Testimonial

<https://www.youtube.com/watch?v=MDUQW8LUMs8>



4. Testimonial

WTF DID HE SAY???



Worldwide, children are stolen and sold to elite paedophile rings. They are tortured, raped, and murdered as part of satanic ritual ceremonies. The murderers then drink the children's blood and they eat their flesh. The blood of children who were severely traumatised before they died, contains Adrenochrome: a natural drug produced by the pineal gland in the brain. Adrenochrome is the highest valued drug in the world. The God these people serve is Satan. It's not a God of Love and Mercy...

Mel Gibson



Susan Lucado

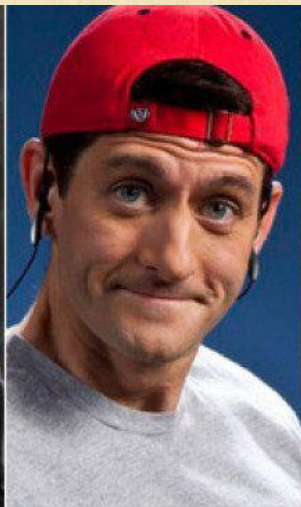
October 19 at 5:22 PM · 🌐



Mel has always tried to tell us. Facebook fake fact checkers says this isn't true. It's easy enough to find Mel's truth. Hollywood black balled him for speaking up.

5. Plain Folks







Heart of Texas

Sponsored ·

Like Page

Border Patrol agents in South Texas arrested an illegal alien from Honduras that had previously been deported and convicted of Rape Second Degree.

Thanks to Obama's and Hillary's policy, illegals come here because they wait for amnesty promised. The wrong course had been chosen by the American government, but all those politicians are too far from the border to see who actually sneaks through it illegally.

Rapists, drug dealers, human traffickers, and others. The percent of innocent poor families searching for a better life is too small to become an argument for amnesty and Texas warm welcome.

DON'T MESS WITH TX BORDER PATROL



ALWAYS GUIDED BY GOD

<https://www.youtube.com/watch?v=jU7fhl07DG0>

Russian Ads from 2016

In 2017, the bipartisan House Intelligence Committee shared samples of Facebook ads and pages that traced back to the Kremlin. Here are some of them.



Army of Jesus

Sponsored ·

Like Page

Today Americans are able to elect a president with godly moral principles. Hillary is a Satan, and her crimes and lies had proved just how evil she is. And even though Donald Trump isn't a saint by any means, he's at least an honest man and he cares deeply for this country. My vote goes for him!

**SATAN: IF I WIN CLINTON WINS!
JESUS: NOT IF I CAN HELP IT!**



PRESS 'LIKE' TO HELP JESUS WIN!

97 Reactions 15 Comments 29 Shares

Like

Comment

Share

Suggested Page



South United

Sponsored

Heritage, not hate. The South will rise again!



South United

Community

137,138 people like this.

 Like Page



Born Liberal

Sponsored · 

 Like Page

"If you ask me about the Clinton Foundation, do I have a problem when a sitting secretary of state and a foundation run by her husband collects many millions of dollars from foreign governments, many governments which are dictatorships... yeah, I do," Sanders said in an interview with Jake Tapper on CNN.

So, Bernie has the point. I appreciate the way he maintains his independent opinion in spite of all the pressure that is on him as the "second Democratic option". Because that ... [See More](#)

BERNIE SANDERS: CLINTON FOUNDATION IS A "PROBLEM"



124 Reactions 5 Comments 21 Shares

 Like

 Comment

 Share



Stop A.I.

Who is behind this mask? A man? A woman? A terrorist? Burqa is a security risk and it should be banned on U.S soil!



11K

1.1K Comments 55K Shares



04

BIASES

TIME TO DISCUSS



Reality
Check



Private
Gain or
Public Good?



What's
Left Out?



Values
Check



Read
Between
the Lines



Stereotype
Alert



Solutions
too Easy



Record/
Save
for Later



News
Media



Websites



TV



Movies



Apps



Podcasts



Comics



Books



Music



Social
Media



Video
Games



Off

KEY QUESTIONS OF MEDIA LITERACY

1 Who is the author and what is the purpose?

2 What techniques are used to attract and hold your attention?

3 What lifestyles, values and points of view are represented?

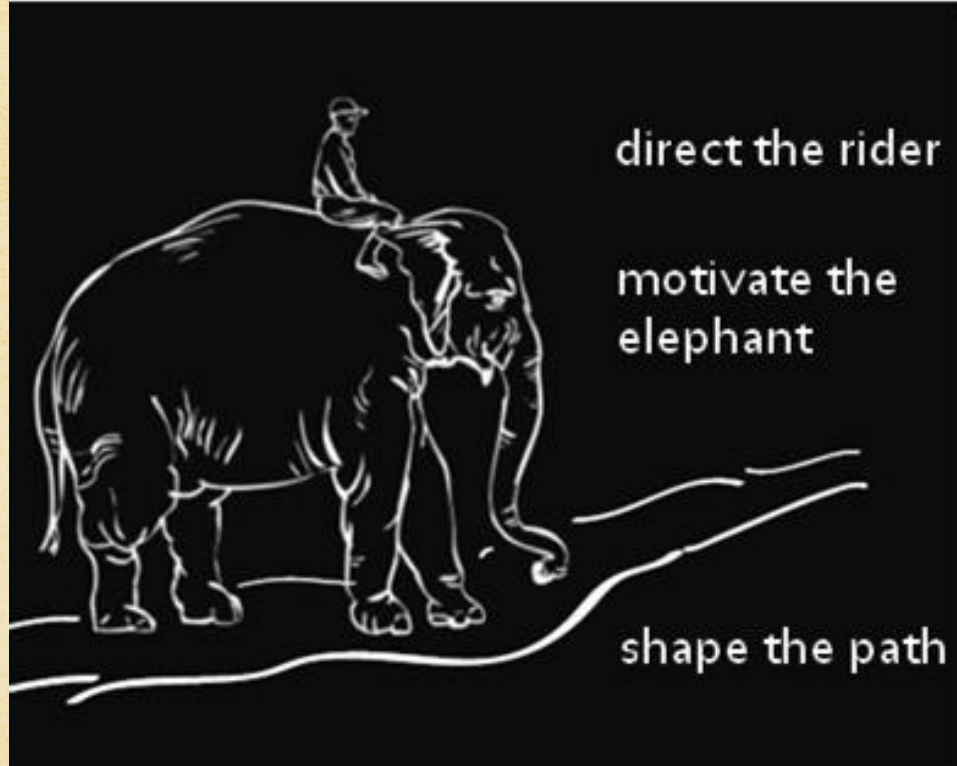
4 How might different people interpret the message?

5 What is omitted from the message?



Media Education Lab

www.mediaeducationlab.com



direct the rider

motivate the
elephant

shape the path

- Guess my rule...
- 2, 4, 6, _____

What's your Moral Compass exercise

Moral Foundations Theory – there are six key foundations



CARE/HARM



FAIRNESS/CHEATING



LOYALTY/BETRAYAL



AUTHORITY/SUBVERSION



PURITY/DEGRADATION



LIBERTY/OPPRESSION

These foundations form the basis of our moral intuitions and judgements.

SUBWAY: Stop Using Dangerous **Azodicarbonamide** in Your Bread!



Azodicarbonamide is the same chemical used to make yoga mats and shoe rubber. It's banned all over the globe because it's linked to respiratory issues, allergies and asthma. **This is not eating fresh!**

North America

VS

UK, EU, Australia

Subway uses **Azodicarbonamide** in their 9-Grain Wheat, 9-Grain Honey Oat, Italian White, Italian Herbs & Cheese, Parmesan/Oregano, Roasted Garlic, Sourdough, and Monterrey Cheddar breads.

Subway **does not** use Azodicarbonamide in other countries.



**We deserve the same safe ingredients
that Subway uses around the world.**

SIGN THE PETITION: foodbabe.com/subway

#NoWaySubway



bjaldwin • Follow



THANKS TO GUN-GRABBING RADICALS,
NANCY PELOSI NOW HOLDS THE FATE OF
YOUR SECOND AMENDMENT RIGHTS IN THE
PALM OF HER ROTTING HAND.



BeatHR1808.com



8,142 likes

3 DAYS AGO



Mac

@GoodPoliticGuy

If every person on earth just recycled, stopped using plastic straws, and drove an electric car, 100 corporations would still produce 70% of total global emissions.

6:09 PM · 2021-08-10 · [Twitter for iPhone](#)



climatebriefings and theprogressivists



climatebriefings The recycling myth was promoted to make us feel better while the world continued to burn. 🌍🔥💧❤️



@climatebriefings 🌍🔥

4d



annaa_skwr Doesn't mean we shouldn't do our part. We should. But yeah...



4d 1,857 likes Reply

[View replies \(39\)](#)



66afern So frustrating, but I still believe in doing my part while continuing to pressure for bigger changes.



4d 2,455 likes Reply

[View replies \(28\)](#)



naatgo True, but 30% isn't 0.



Liked by sunny.j.12 and 218,149 others

4 DAYS AGO



Add a comment...

[Post](#)



LGBT United shared their event.

Sponsored · 🌐

Westboro baptist church is planning to stand against tolerance in education system near LG



MAY
25

Westboro Baptist Church counter protest

Wed 5:30 PM CDT · 1901 Louisiana St, Lawrenc...

224 people interested · 51 people going

★ Interested

This just happened....I'm even more mind blown with this magical strip....

This is from our CEO Van Nguyen.
I just finished talking to the doctor and he evaluated my QEEG brain scan.

What I can tell you is simple and FACT, he witnessed an impact to my brain at 10 mins after ingesting! Said he's never seen curcumin hit the brain so fast so it's bypassing digestion and he was shocked with such a small amount for it to do that.

Lastly I have a CEO's brain and I'm so intelligent it can't be measured. This part just made me feel good! 🤔🤔

The world ain't ready for our "strip" hype! ❤️🧐 Data, documents, and recording will soon be on our website for all to see! 🙌



Thank you!

- **Propaganda Critic**
- **Mind over Media**
- **US Holocaust Museum**
- **News Literacy Project**

